
Editorial

I am pleased to bring you Volume 1, Issue 1 of Prayukti - Journal of Management Applications (PJMA). This journal is the in-house publication of Dr. D. Y. Patil B-School. PJMA is a double-blind peer-reviewed journal and publishes research articles in management and social science domains.

Reading as well as research constitutes the main activity of an academician. These need to be updated with the passage of time. PJMA is committed to bringing forth its readers the latest topics and development being discussed and how they can contribute to the existing knowledge in management and social sciences.

Since it's the first issue and looking at the need of an hour in these unprecedented times of pandemic, we have included the articles from different management streams mainly dealing with the change and transformation due to breakthrough innovations and technology. Specific organisations have plunged, whereas some are faring better than expected. Pandemic has changed the way organisations work, and in many ways, it has changed for the better.

Research articles included in this issue are mainly on digital techniques applied by businesses such as Chatbot technology for online purchases, mediating role of EWOM, Digital marketing, contemporary marketing through artificial intelligence and drones, Omnichannel strategy for sustainable marketing, Fintech world - is it a forced or voluntary adoption, Blockchain and machine learning for peer to peer lending, e-advertisement, prediction modelling for stock returns in the automobile sector in India, supplier and buyer co-ordination on the pharma supply chain.

Breakthrough innovation is quite diverse and it makes quite a significant impact on the cost and efficiency of the product and the way the market and the society eventually embrace it. The research articles included in this issue have tried to touch specific segments of how a change in the technology is being adopted and what could be the face of the business in the times to come. I thank all the members of the editorial board, authors and contributors to PJMA. We strive to maintain excellence as this is our tradition.

Happy reading!!

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